

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2018/2019

### BMK 2024 – CONSUMER BEHAVIOR

(All section / Groups)

30 MAY 2019  
2.30 PM – 4.30 PM  
( 2 Hours )

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*including* the cover page) with FOUR (4) Questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION ONE**

- (a) Discuss the FIVE (5) benefits of using Multiattribute Attitude Models. (10 marks)
- (b) Discuss the THREE (3) possible changes that can help to enhance brand attitude from the Ideal-Point Multiattribute Attitude Model perspective with an appropriate example for each. (15 marks)
- [Total: 25 marks]

**QUESTION TWO**

Assume that you are a public relations consultant for a financial institution offering health savings account, an innovative financial product (i.e., new service). Discuss the importance of understanding the FIVE (5) major categories of consumers to guide the introduction of this new service based on their adoption cycle time in relation to other adopters.

(25 marks)  
[Total: 25 marks]

**QUESTION THREE**

Consumers are bombarded with product information and advertisements each day. Discuss based on the following ways on how to attract consumers' attentions if you are launching a new product:

- (a) Use permission marketing (5 marks)
- (b) Use isolation (5 marks)
- (c) Learned attention-inducing stimuli (5 marks)
- (d) Find a less-cluttered environment (5 marks)
- (e) Getting attention with motion (5 marks)
- [Total: 25 marks]

**QUESTION FOUR**

- (a) List and explain the FOUR (4) types of advertising appeals that can be used to shape the consumers' opinion with an appropriate product example for each. (16 marks)
- (b) Discuss the THREE (3) types of advertising claims that can be used to shape the consumers' opinion with different objectives in the advertisement. (9 marks)
- [Total: 25 marks]

**End of page.**